Canadian Radio-television and Telecommunications Commission
Conseil de la radiodiffusion et des télécommunications canadiennes
Canada

News Release

February 22, 1995

CRTC ANNOUNCES EXTENSION FOR THE FILING OF NEW SPECIALTY/PAY-TV SERVICE APPLICATIONS

OTTAWA/HULL -- The CRTC today postponed the deadline for filing new proposals for Canadian specialty and pay television services to January 11, 1996 (Public Notice CRTC 1995-29). This extension, however, does not apply to potential applications for a French-language pay-per-view service, which must still be submitted by June 30, 1995.

"This additional time will enable potential applicants to better assess consumer demand and advertising revenues for any new specialty or pay-TV services, taking into account the new packaging options recently adopted by many cable companies in response to the wishes of their subscribers," said CRTC Chairman Keith Spicer. "This will also, among other things, give cable companies an opportunity to complete system rebuilds in order to increase channel capacity on their systems."

The delay doesn't apply to applications for a French-language pay-per-view service, since the introduction of such a service, at this time, would have no impact on the pricing or packaging of existing specialty or pay-TV services. Furthermore, a pay-per-view service could readily be introduced in most Francophone markets, given existing channel capacity.

Licensing criteria

Consistent with its desire to maintain the affordability of basic cable service, the Commission will favour proposals for services distributed on a discretionary basis. Moreover, applicants should not assume that their services will be distributed as part of the most widely purchased discretionary package.

The Commission will base its assessment of proposals generally on the same criteria used for previous specialty and pay television service applications. Among other things, new services should:

- strengthen the Canadian broadcasting system and contribute to the realization of the objectives set out in the *Broadcasting Act*; and
- increase the diversity of high quality programming available to Canadians, and provide new opportunities and revenue sources for Canadian program producers and creative talent.

All applications must include: documented evidence of the availability of financing, a detailed business plan, documentation concerning ownership and control, a proposed marketing strategy, as well as programming plans and commitments.

- 30 -

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